

IN THE CLAIMS

Please cancel Claims 1-18 without prejudice. Please add Claims 19-26.

- 19 (ADDED) A method for subsidizing operation of a mass transit system, the method comprising:
- accumulating a passenger profile including identification information while the passenger is traveling on the mass transit system;
 - expanding the accumulated passenger profile based on the identification information to thereby generate an expanded passenger profile;
 - extracting saleable data from the expanded passenger profile; and
 - selling the saleable data.
- 20 (ADDED) The method of claim 19, wherein the selling comprises selling to a commercial enterprise.
- 21 (ADDED) The method of claim 19, comprising:
- providing an incentive for the passenger who approves accumulation of its passenger profile.
- 22 (ADDED) The method of claim 19, wherein the incentive comprises at least one of a discount on a good, a discount on a service and a discount on the mass transit system.